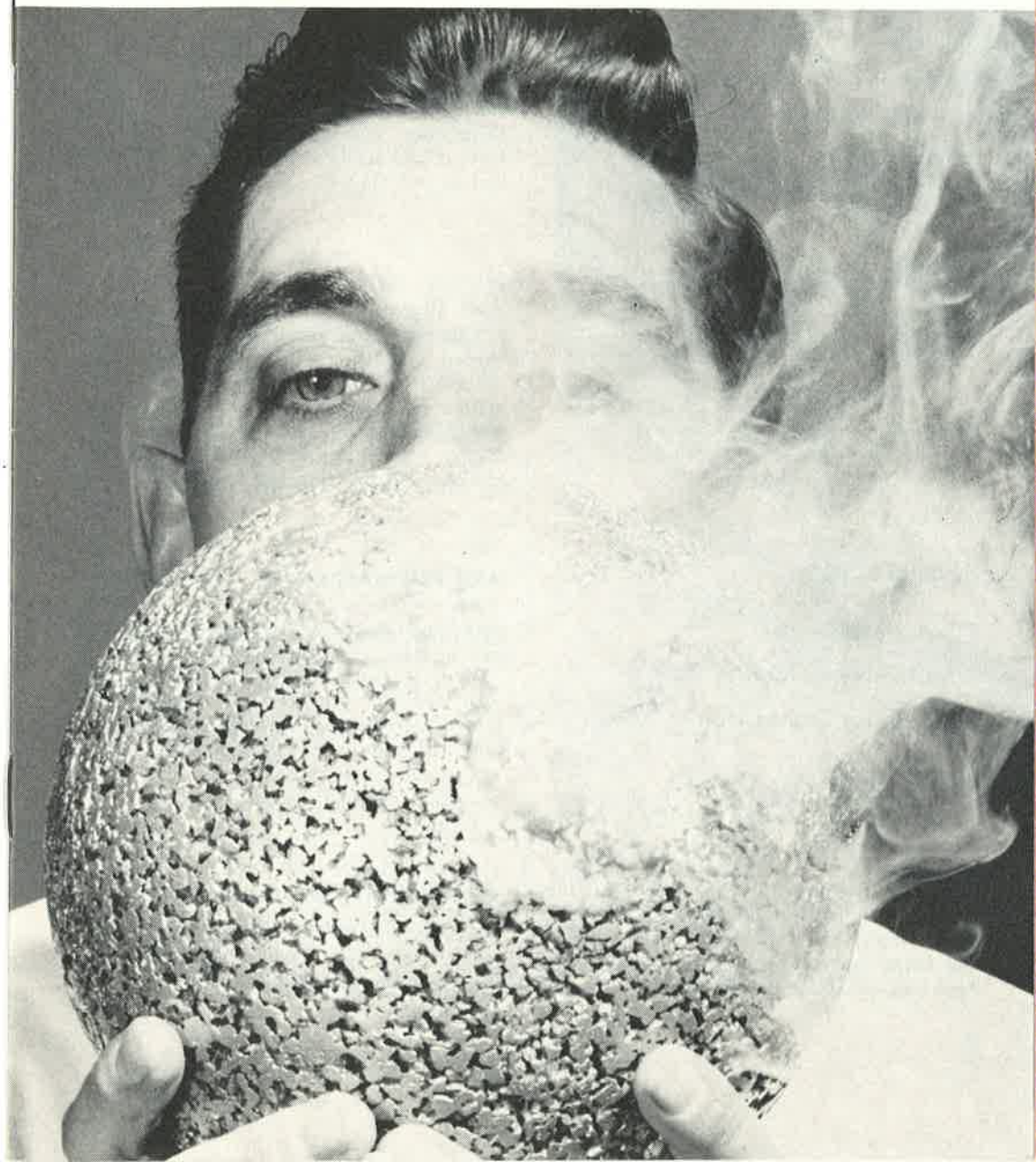


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Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES



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Shoptalker

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IN THIS ISSUE

T-Ball Jotter
T-Ball Goes to Market
Sales Team Comes Home

COVER STORY

Blowing cigar smoke through a model T-Ball 200 times larger than its prototype is an eye-smarting business. But Frank Meinhardt, who supervised the construction of the model, does it to prove the T-Ball's porosity. The story of the invention of this unique new writing tool begins across the page.

Ten Years Ago ...

A visitor to the Toronto plant asked to have some Solv-X put in a bottle of Waterman ink he had purchased.

And 10 years ago ...

Actor Rudy Vallee visited Janesville and Parker Pen. He had just finished a job in Hollywood in which he starred in a Parker training film called "One for All." For the collector of odd bits of useless information Shoptalker reported that Vallee is left-handed and holds a pen between the first and second fingers.

And 10 years ago ...

This letter was received: "I recently purchased a bottle of your new blue Superchrome Ink for my "51" pen. It accidentally spilled over some cotton clothes and a varnished floor. How can I remove the stain? Please let me know promptly before my mother returns from her vacation."

And 10 years ago ...

The demi-size Parker "51" was introduced to the public. The demi-size label was put on the new pen because market research showed that 42 per cent of the men who saw the pen said they would select it for their own use as well as a gift for a lady. To then call the new pen a lady's pen would have automatically shut off 42 per cent of its sales potential.

And 10 years ago ...

The company sent out 71,236 address books to people who returned a questionnaire about pens which appeared in the Saturday Evening Post.

Parker creates the T-BALL JOTTER

If there is one word to describe Parker product development it's "originality". Competitors can never quite second guess on what is coming next from Janesville.

Latest example of Parker surprise products is the T-Ball Jotter, introduced to the nation's press July 31 and announced to the world on the first day of August. While other manufacturers were spending time and money ballyhooing fancy two-toning, silver points and atom-age names, Parker research attacked and conquered the chief consumer complaint against ball point pens—skidding and skipping over slick or oily surfaces.

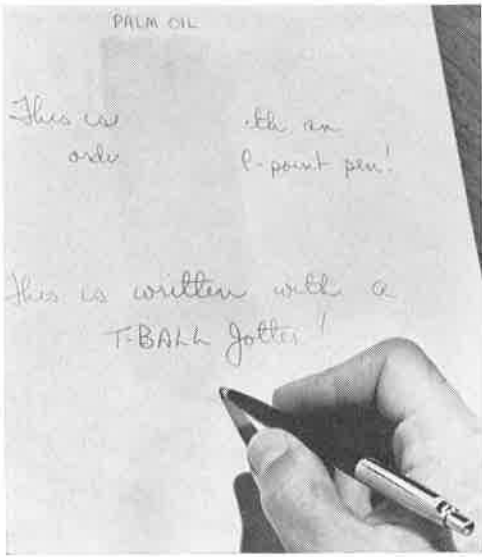
That's the T-Ball's claim to fame. It's a non-skid writer. Non-skid because of 50,000 microscopic grippers on its porous surface which provide the necessary traction to keep the ball rolling on the smoothest of writing materials—places where ordinary



polished steel balls merely slip and slide.

The writing instrument industry tried various methods of fabricating a textured ball, believing it to be the
(Continued on next page)





T-Ball writes on grease

(Continued from page 3)
solution to this skipping. It was simple to etch the shiny surface of a steel ball with diamond grit or acid. But these methods produced an uneven, temporary texture which soon wore smooth or chewed away at the seat of the pen point.

A scientific process known as "sintering" was what finally produced a true textured ball—the T-Ball. Sintering is a controlled bonding together of particles by using heat. In the T-Ball, over five million uniform microscopic tungsten carbide particles are bonded together with the resulting structure roughly approximating a sugar cube or a metallic sponge, but with a hardness near diamond-like.

Internally, the T-Ball is a mass of connecting channels, none over 39/1000ths of an inch long. Technicians estimate that the ball in a medium point T-Ball Jotter has

25,000 such veins totaling about 35 feet in length.

Manufacture of the new T-Ball Jotter got underway about five months ago and has subsequently boomed Arrow Park employment to an all-time peak. Some departments are working three shifts to bring production in line with dealer demand.

Retailer acceptance of the new T-Ball Jotter is nothing short of tremendous. Over 1,000,000 Jotters had been produced by July 17 and they now pour out of Arrow Park at a rate of 35,000 per day.

Key to this warm welcome by dealers, aside from the technical advancement of the porous, non-skid ball, is the fact that Parker upgraded its product while simultaneously downgrading its price. A completely restyled button-actuated model sells for \$1.95 and a new satin-finish all-steel cap-actuated pen sells for \$2.95—one dollar less than previous comparable models.

And the T-Ball goes to market

The story of the new T-Ball Jotter broke shortly after noon on the last day of July at a press conference held at Toots Shor's in New York City. Some 40 top news media people were welcomed by Dan Parker, executive vice president; John Mack, assistant vice president in charge of domestic sales; Dave Gullett, general sales manager of the Eastern Region; Jim Rich, Eastern Zone manager;

and other Parker officials.

At 12:02 Mr. Gullett introduced Parker personnel by title and advised that the program would conclude promptly at 1:30 with an informal session following for those who wished to ask additional questions.

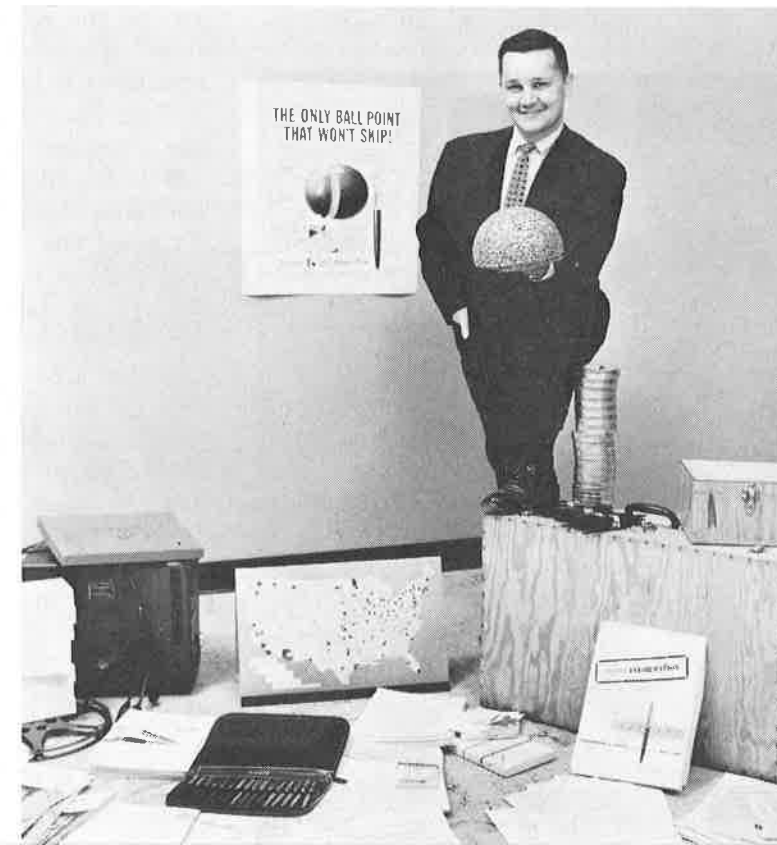
At 12:45, as the press men and women sipped the last of their coffee, patted linen to their lips or lit up king-size filters, Mr. Parker rose and related the story of T-Ball. Among the props designed to aid in this introduction to a non-skid ball point were blow-ups of the product, porous metal cylinders which allowed smoke to pass through, a unique eight-inch model of the T-Ball itself, a short film demonstrating the non-skid properties of the new Parker product and a "write on grease" kit for each newsman.

Dick Holznecht, director of public relations, stands amid a portion of the materials collected for the New York debut of the T-Ball. Added to the things shown here were additional film clips, maps, diagrams, photographs, ad reprints, numerous stories about the new ball point pen, armloads of press information kits, write on grease kits and dozens of samples of Parker's newest product.

Nothing is a more powerful convincer than personally "seeing for yourself." So news media people greased their own paper, tried masked competitive products (which failed), then wrote cleanly over the slick surface with a non-skid Jotter.

After seeing for themselves, they listened as John Mack outlined marketing plans for this new kind of ball point and showed newspaper advertising and TV storyboard blow-ups. Later, Public Relations Director Richard Holznecht reviewed the contents of press information kits which had been distributed and the conference concluded. Time: 1:30 p.m. as promised.

Ahead for the Parker executives were repeat performances for press and dealers in Philadelphia, Denver, San Francisco and Los Angeles.



Sales Team Comes Home

For those who had seen Janesville in picture only, this was an exciting event. For those who had been here before, this was their most memorable visit.

The 1957 National Sales Meeting was dressed with a garnish of homecoming and served in informal family style. From the beginning (punch and lunch at Arrow Park) through to the end (a picnic at Stonehenge) the pace for the 86 Parker account managers was leisurely and the atmosphere calm.

But while they lived a "small town" type of life, they were surrounded by constant reminders of the international scope of their company. Here and there they chanced to talk with visitors from England, Denmark, Sweden, Canada and Mexico. They heard references to the pen business in Thailand, Union of South Africa, Germany and other countries around the world. And they saw the flags of many nations flying from standards in the Path of Nations.

Here, too, they got the "feel" of the company as they chatted with old-timers like Ben Wachtel of Philadelphia or Oz Verket of Los Angeles. Or as they met father-son and brother teams like Ray Forsythe Sr. and Jr., John and Bruce Gibb and Joe and Nicholas Kost.

But the real thrill of working for The Parker Pen Company—the salesman's thrill—came in business sessions where a whole array of new and exciting products took their bows. This is what they had hoped for when they came to Janesville and they went away well satisfied.

(See page 8)



Arrival and punch and lunch



In business sessions, John Mack, assistant v.p. in charge of sales, acted as emcee.



The salesmen took keen interest in everything they saw in the office and in the factory.



And on their last evening in Janesville, they picniced at scenic Stonehenge.





Portrait of a Winning Team

First Row

L. J. Hathaway, A. R. Pease, J. P. Kost, W. A. Yockey, C. R. Trauger, N. P. Kost, J. W. Gardiner, W. O. H. Freund, William Holloway, J. G. Mack, assistant vice-president in charge of sales; Gene Kimler, J. H. Geary, Paul Lorenzo, Dave Costanzo, Hugo Odetto, Ury Odell, Gordon Bird, Pete Slavazza, Rudy Dwonch, A.M. Mongo.

Second Row

R. L. Forsythe Sr., K. W. Lloyd, H. F. Payne, N. W. Marshall, W. G. Baetz, B. B. Gibb, D. R. Dayhoff Jr., A. C. Gerholdt,

H. M. Schultz, W. L. Murphy, C. J. Ezell, J. W. Patterson, R. H. Moritz, Henry Hobin, G. B. Wright, Central Zone manager; J. W. Gibb, assistant general sales manager Eastern Region; C. E. Priest, general sales manager Western Region; Ben Watchel, Jack Holmes, Ed Wold, assistant Central Zone manager; Roy Utter, R. M. Mittler, M. M. Morrissey, consultant.

Third Row

K. E. DeMackiewicz, James King, R. F. Donovan, E. W. Jesse, G. E. Brown, A. R. Ansley, V. J. Fitzpatrick, W. B. Kaiser,

assistant Western Zone manager; G. H. Griffith, H. C. Norton, G. W. Whiteside, Southeastern Zone manager; L. J. Arbo, H. J. Bladen, J. H. Carmack, E. C. Peroyea, J. F. Crawley, Southwestern Zone manager; G. C. Hitt, W. W. Kalinka, Donald Hatch, H. H. Dobey, C. W. Carlmark, H. C. Vail, C. P. Beers, E. M. Stephenson, W. D. Chaney, W. B. Miller, C. E. Sawyer, J. W. Robinson, J. S. Long, B. Oakley, Oz Verket, S. L. Axelsen, D. H. Gullett, general sales manager Eastern Region; E. J. Palmer, H. G. Gross, J. H. Rich, Eastern Zone man-

ager; R. V. Hanson, G. E. West, G. W. Fredenburg.

Fourth Row

R. W. Rogers, M. B. Donoho, C. H. Wallace, W. L. Knowles, H. T. Cooper, H. D. Persons, W. D. Grob, C. R. Rhodes, R. L. Forsythe, Jr., H. Goetchius, E. D. Read, John Walser, B. R. Webb, R. E. Johnson, R. M. Nystrom, O. L. Hayes, Midwestern Zone manager; R. H. Falk, D. W. Daniels, J. A. Woolley, T. J. Ratcliffe, D. L. Siegfried, H. L. Whiting, T. C. Fenwick, W. E. Shingleton.



Outcasts And Friends

Like the men, the gals have their day at Municipal Golf Course. Like the men, they swing hard, dub often, but manage to come through with some pretty low scores (after subtracting their handicaps).

This picture is a fooler. Ladies do not play in fivesomes. These five girls just happen to be checking their positions for tee-off. From left, they are: Mary Slein of the Duffers, Gwen Cook and Jo Wetmore of the Outcasts, Betty Koppleman of the Roughians, and Jackie Hefty, another Outcast.



Changing Scene'

Howard Kessinger has been assigned to a challenging new post in the international staff of the Executive Division, it was announced recently. Succeeding him in the post of director of personnel is Eugene Seibert. Seibert, in a bit over one year with the company, has become widely known and respected for his keen interest in the communication of ideas and opinions regarding matters of personnel and his good judgment in selecting the course of action most beneficial to all concerned.

Seibert joined the company in March of 1956 as assistant personnel director. Prior to that he was with Edwin Shields Hewitt and Associates, Parker's consultant and actuary on employe benefits programs.

Parker Packaging Wins Awards

Parker Pen packaging drew praise and honors recently. The Jotter gift box was awarded first place in National Paper Box Manufacturers Association judging for "superiority of construction." The Parker 41 display box received an honorable mention.

Much of the credit for the awards goes to Sales Production Manager A. B. Southworth, who with industrial designer Dave Chapman, designed the packaging. The rest goes to Dennison Manufacturing Company which produces Parker boxes.

Friday, July 19, passed like all days in routine fashion. But here and there on the faces of old-timers at Parker Pen one caught a moment of reflection—a brief rekindling of a spark of sadness. On July 19, twenty years before, death took George S. Parker.

Over the Shoulder



Back in the era of potted ferns and high-button shoes, Parker Pen gals had a recreation room all to themselves as attested by this age-darkened photograph. In those days the competition was keen between a player piano and a genuine "talking machine." But conversation could win out, as it always does when the ladies get together.

A Salesman Moves West

You miss all of the best golf games and a lot of the best plays. You get your exercise pounding the pavement, and recreation from your job. You see a lot of tough customers, and not as much of your family as you'd like. But your chin rides high because you know it takes a man to sell.

Lloyd Hayes worked up that kind of feeling in the late thirties. Throughout the unpleasantness of the early forties, the conviction grew, and former Lt. Commander Hayes, freshly re-established in a salesman's street clothes, came to Parker in

November 1945 to teach others his lively art.

Time passes. Sales Manager Hayes (heading the Midwestern Zone) is recognized for his salesmanship. His Leadership. And then the company decides to open a branch office in the Iowa stronghold of competition.

Mr. Hayes is down there now. When you find yourself in Iowa, drive to the Fleming Building in Des Moines and stop by. You'll have a chance to shake hands with a salesman who is, heart and soul a salesman.



Parker's Baseball Battlers

They're a proud lot, these youngsters. They are members of a team Parker Pen is sponsoring in city league ball this summer. An eleventh, who was out of town when this picture was snapped, is Bill Coyle, son of Pilot Roy. From left to right are Michael Perry, Jeffry Louison, Phil Wiggins, Michael Gates, Jules Levy, Lou Levy, Fred Dolan, David Van Galder, Jerry Porter and Jim Burnham.



Gardenia's for Sale

Would you like to buy a skunk—a deodorized one named Gardenia?

Helen McClellan, Accounting, has one she's willing to part with. Her problem is one of not enough time to take care of the little non-stinker.

According to what we've read, skunks are excellent pets. They are affectionate and children love them. They come when called and they'll trail their masters closer than dogs. And, they are meticulously tidy.

Cage, harness and leash, and Gardenia are included for a reasonable price, says Helen.

Big Day for Soapboxers

Parker Pen took to the hill with Jeffry Butler, son of Domestic Sales' Graham Butler, in the 1957 Soapbox Derby. Through four heats the slick car and capable driver crossed the finish line out ahead. Then ... well, you can't win 'em all, and there's still next year.

City champ turned out to be another Parker youngster, Bill Coyle, whose dad Roy is the company's chief pilot.

Integration: Key to Business Stability

Economic factors present today make it mandatory for certain industries — particularly those selling to the retail trade—to grow or decline. There is no maintaining the status quo.

There are several reasons for this, including the tax structure, inflation, and the day-to-day business of competing. All businesses since the war have been faced with greatly increased costs of production due primarily to inflation. While man-machinery efficiency has been stepped up, the cost of producing quality writing equipment has edged upward, squeezing corporate earnings against price ceilings dictated by competition and consumer resistance to price increase.

There is only one answer that business has found. That is to increase the volume of sales. Diversification has not been entirely beneficial. The development of new products and processes, i. e. automation, while a must to makers of writing tools, is not a cure all.

The remaining way to expand a business in this economy is by integration or merger. For several years Parker has conducted studies of other companies which might broaden its base of business volume. One such study led to the integration of the Gilman Engineering and Manufacturing Company, Janesville. Now a producer of automatic machinery for the automotive industry, Gilman is as well an important source of machine tools for Parker itself.

Usually these investigations into the possibility of integration follow invitation by the smaller producer. Government tax policies are cited by some authorities as a leading factor in such instances. State and federal income taxes which extract a major portion of a corporation's earnings make it difficult for smaller companies to plow back income into expansion or research. Other authorities point out that heavy taxation of individuals adds momentum to mutually advantageous integration. An in-

dividual who has built a small enterprise into a larger operation and who approaches the age of retirement finds he can benefit tax-wise by a merger through an exchange of stock.

In the writing instrument field, we have recently noted a large razor blade manufacturer acquired a leading ball pen company. A watch firm merged, then relinquished partnership, with a pioneer fountain pen maker. In scale, this is precisely what has been happening throughout the American scene.

Parker Pen will continue to examine operations which will contribute to the company's economics stability. The advantages to the working force are obvious. Done with skill, integration will better enable the company to withstand business fluctuations, both here and abroad. It will provide more stability for local business concerns.

It is this look to the future which lends impetus to explorations even now in progress.

Five Retire



Evelyn Frost



Harry Daehn

Some recent retirements from company service are Evelyn Frost, Payroll, after 22 years; Henry Zemke, Plastic Fabrication, after 29 years; Carrie Matthews, Gold Nib, 33 years; Norm Lowry, Plastic Fabrication, 35 years; and Harry Daehn, Gold Nib, after 34 years. Daehn was the company's gold smelter during most of his tenure.



The Party Line

Time Change

Comment: I'd like to suggest we have a test program wherein we start at 7:00 in the morning and leave at 3:30 in the afternoon - try it for one month - having ½ hour for lunch. Let's take a vote on it after trying it for a month.

Reply: This same question was asked in November of 1956. The following answer was given at that time: Management recognizes that there is honest difference of opinion among employes of all categories as to optimum hours for work in the Janesville office. On balance, it is management's opinion that office hours from 7:30 to 4:30 most nearly meet our business requirements. A major portion of the company's business is conducted through our New York Export and Domestic Sales Offices. It is a distinct advantage to have Janesville and New York offices open during the same hours.

On Vacation

Question: Is it possible to have staggered vacations rather than the first two weeks in July?

Answer: Two problems appear to arise wherever there is a policy of individual selection of vacation time. In one, it is often the case that too many employes in a single department desire their vacations during a particular period. As a result, some persons are forced to take less desired times and ill-will develops. Secondly, illnesses within a department or a sudden increase in the workload can arise which necessitate that minute changes in vacation schedules. This results in disappointment.

The annual plant and office closing dur-

ing the first two weeks in July seem to management to be the most satisfactory solution to these problems.

The Results

Comment: Let's have a family picnic.

Answer: A picnic ballot published in the April *Shoptalker* showed that there was little to no interest in such a company-wide function. About one person in 100 took the trouble to return his ballot. Of the total of 16 returned, 10 expressed a desire for a picnic, six said no.

Easy Out

Question: Should we have electric eyes on the doors in the cafeteria? It would be convenient for those who like to carry their trays outside.

Answer: Manufacturing officials do not feel that there is enough traffic of the kind described to warrant such an expensive installation as automatically operated doors.

Ups and Downs

Question: Why don't they have someone operate the elevator during the rush periods—morning, noon and evening? We think everyone would feel a little safer.

Answer: The automatic elevator in the office building has no provisions for manual control. A person who might be designated as "operator" could do no more than is done by the riders who now select their floors. The elevator and its mechanisms are regularly inspected by state inspectors to assure absolute safety. A card posted inside the car gives the results of each inspection.

Questions and Comments

Don't forget 'em. Drop them in a Party Line box for quick reply.

Letter to A Friend

"I find myself faced with a problem. I would like to express my gratitude to someone in your organization but unfortunately I do not know to whom my thanks should be directed.

"Sometime (ago), my air travel card and other articles were lost. The air travel card could be replaced, but a list of addresses, also lost, could not.

"To my pleasant surprise, (I received) an envelope bearing your company's name, containing the lost articles. However, there was no covering letter, nor was the name of the sender enclosed.

"It would be extremely difficult, I know, for anyone to attempt to locate the individual and properly thank him. Would it be possible to have this letter published in your house organ? Through this medium, the person responsible for the return of my property would know how much I sincerely appreciate his thoughtfulness."

James F. Nevins
Inland Steel Container Co.
Chicago, Illinois

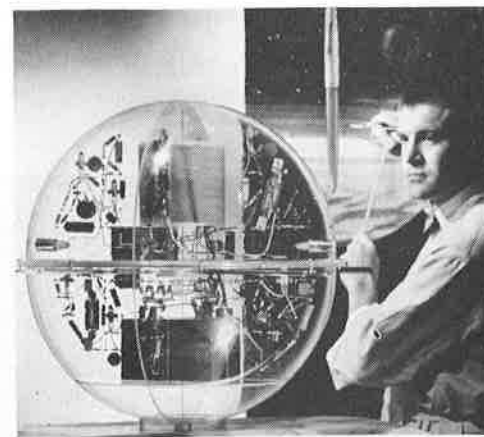
Rare Item

When Phyllis DiMaio, of the Chicago office, and her husband started for the veterinarian's one recent morning, they expected to pick up Jotter, their Great Dane, and a roly litter of six pups. By the time they arrived at the dog hospital, the number had reached 10.

At home that night, three more puppies were born and by the following morning, Nos. 14 and 15 put in their appearances.

In first litters, Great Danes generally have six or seven pups. Ten or more is considered a rarity. Said Phyllis: "Anyone want to buy a rarity?"

Parker Exhibits Man-Made Moon



A model earth satellite is part of the Parker Pen display at the Wisconsin State Fair. Built by *Popular Science Monthly*, the satellite is similar to those which U. S. scientists will launch into space during the International Geophysical Year.

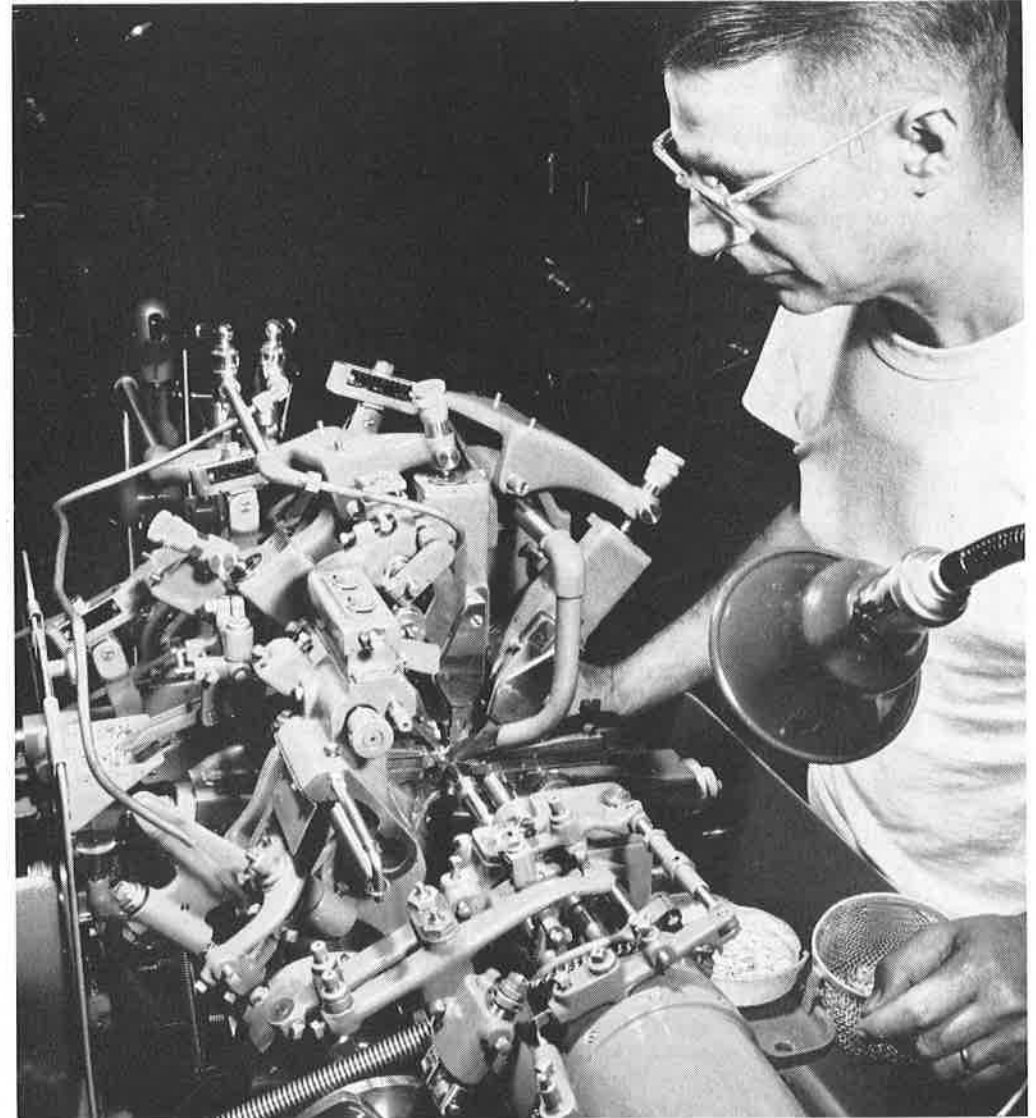
The model is 18 inches in diameter. The actual satellites will be 20 inches in diameter and weigh from 20 to 30 pounds. Part of that weight will be a radio transmitter which is expected to broadcast data to earth for about 15 days. The "man-made moon" itself may orbit 300 miles in space for close to a year before it drops back and burns up in earth's atmosphere.

Shown preparing possible background art for the satellite is Clyde Koehn, a recent newcomer to the art section of the Foreign Sales Division.

A bit about Parker Pen people and their listening habits as far as music is concerned appeared in the August issue of *Charm* magazine under the pen of Avis Manno. The paragraph recorded the comments and experiences of Parker Pen's gal disk jockey, Joan Conway.



SKILLED hands and intricate machines are required to make today's precision writing instruments. This metallic maze turns out ball seats—the tiny part that holds the ball in Parker's new T-Ball Jotter, only non-skid ball point on the market.



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